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Two-Year Campuses Begin Master Plan Enrollment Management Implementation

BATON ROUGE - The Louisiana Board of Regents hosted representatives of the state's two-year colleges in Baton Rouge for a workshop kicking off the development of campus enrollment management plans, a key piece in the overall implementation of Louisiana's Master Plan for Public Postsecondary Education.

The Master Plan, approved by Regents in March 2001, sets an admission standards framework for all four-year public universities. The Noel-Levitz enrollment management process is aimed at helping Louisiana's institutions respond to the changes in enrollment dynamics expected to occur statewide when the admissions requirements for four-year universities take effect by the fall of 2005.

LCTCS President Dr. Walther Bumphus recognizes the important role Louisiana's two-year colleges play in the state's new strategic vision for postsecondary education.

"Two-year institutions must be prepared to serve as both an entry point and a safety net for students," Bumphus said. "I applaud our institutions for taking part in this important effort, which will tremendously enhance our ability to meet the needs of Louisiana students."

The workshop, held at the Baton Rouge Marriott Hotel on October 16, is the first step in a process designed to help the state's community colleges develop marketing, recruitment and retention

plans for both new and returning students. The workshop was led by representatives of

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Noel-Levitz, the nation's largest college enrollment management firm, engaged by the Board of Regents to facilitate enrollment management development for all of Louisiana's public institutions.

Today, representatives from the two-year colleges met the individual experts assigned to their campuses who will assist in the development of strategies for marketing, recruitment and retention during a series of campus visits. In this phase of the Noel-Levitz project, the firm will also offer the campuses additional workshops and staff training opportunities.

Louisiana Commissioner of Higher Education Joe Savoie told today's participants that in many ways Louisiana's two-year campuses represent the front line of educational offerings in this state by providing both quality academic offerings and workforce preparation.

"Our two-year institutions will have multiple roles when the new requirements go into effect by 2005. You won't be merely fallback institutions. There's a whole new market of students out there for you to serve," Savoie said. "These are not just numbers or statistics. These are people. You have a magnificent opportunity to affect people's lives and the vitality of their communities. You have an opportunity to serve people who, up until now, have not accessed higher education."

Noel-Levitz is facilitating the state's Master Plan implementation efforts. To date they have conducted a statewide educational marketing assessment, assisted the state's four-year universities in developing enrollment management plans, and worked with the Louisiana Technical College in developing a new marketing and enrollment strategy. They are now working with the state's two year colleges and four-year universities in the area of student retention.

Louisiana's two-year colleges are Baton Rouge Community College, Bossier Parish Community College, Delgado Community College (New Orleans), Elaine P. Nunez Community College (Chalmette), Louisiana Delta Community College (West Monroe), LSU-Eunice, River Parishes

Community College (Sorrento), South Louisiana Community College (Lafayette), and Southern University-Shreveport